



THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS)
 LEVEL 5 SEMESTER II (2017/2018)
 DSU5324 – CROSS CULTURAL COMMUNICATION
 FINAL EXAMINATION

DURATION: THREE HOURS (03 HOURS)

Date: 13th May 2018

Time: 09.30 a.m. to 12.30 p.m.

Instructions:

- Select only five (05) questions for essay type answers
- All questions carry equal marks (20 marks each)

1. What is cross cultural communication? Discuss why cross cultural communication patterns should be given due consideration especially in Sri Lanka.
2. Sub – culture is a formation by dominant culture itself. Discuss with especial reference to the situation in Sri Lanka.
3. Better understanding of cross cultural communication facilitates peaceful co-existence in societies. Discuss critically.
4. Explaining the basic elements of culture, discuss how ‘norms’ play an important role in maintaining peaceful co-existence in societies.
5. (a) What is cultural assimilation?
 (b) Briefly discuss major forms of cultural assimilations in societies.
6. Discuss major similarities among main religions in Sri Lanka.
7. What is ethnocentric assumption? Discuss how ethnocentrism causes strain among citizens in multi cultural societies.
8. Discuss the forces that have paved the way for the transformation of native values in Sri Lanka.
9. Briefly explain **four (04)** of the following concepts.
 - a. ‘Noble eight-fold paths’ of Buddhism
 - b. Influence of Gods in Hinduism
 - c. The ‘obligatory duties’ in Islam
 - d. Cultural relativism
 - e. Prayers in Christianity